

Message Text

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PAGE 01 ABIDJA 01714 220820Z

ACTION AF-10

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P R 211514Z FEB 78

FM AMEMBASSY ABIDJAN

TO USDOC WASHDC PRIORITY

INFO AMEMBASSY YAOUNDE

AMEMBASSY KINSHASA

AMCONSUL DOUALA

SECSTATE WASHDC 7480

UNCLAS ABIDJAN 1714

E.O. 11652: N/A

TAGS: BEXP, IV

SUBJ: AGRIBUSINESS MISSION - COORDINATOR'S

REPORT FOR IVORY COAST

1. SUMMARY: EMBASSY EFFORTS TO ATTRACT APPROPRIATE CONTACTS WERE EXCELLENT. THE HOSPITALITY FUNCTIONS WERE EXCEPTIONALLY GOOD, MORE SUCCESSFUL THAN ANTICIPATED. EXPECTED TWELVE MONTH SALES RESULTING FROM CONTACTS DURING THIS MISSION PROJECTED AT \$560,000.

2. THE FIVE COMPANIES HAD A TOTAL OF THIRTY-ONE SEPARATE INDIVIDUAL VISITS IN ADDITION TO THE SIX GROUP MEETINGS DURING THE THREE DAYS IN IVORY COAST. HIGHLIGHT OF THE GROUP MEETINGS WAS THE PRESENTATION BY N'GUETTA BOSSO, DIRECTOR OF TECHNICAL FORMATION IN THE MINISTRY OF AGRICULTURE. THIS OCCURED ON OPENING DAY AND SET THE STAGE FOR SUBSEQUENT BRIEFINGS AT THE MINISTRY OF ECONOMY, FINANCE AND PLAN; IVOIRE-OUTILS (GOVERNMENT OWNED AGRICULTURAL IMPLEMENT MANUFACTURER); MOTORAGRI (PARASTATAL COMPANY FOR DEVELOPING AGRICULTURAL MECHANIZATION); SODESUCRE (STATE OWNED SUGAR COMPANY); AND SATMACI, (PARASTATAL ORGANIZATION FOR TECHNICAL ASSISTANCE TO COFFEE AND COCOA FARMERS).

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3. THE LUNCHEON HOSTED BY JON PELLEGRIN, DIRECTOR OF THE MISSION ON THE SECOND DAY, FEBRUARY 16. WAS ATTENDED BY 10 KEY IMPORTERS AND DR. BOSSO. THIS OUTSTANDING SUCCESS WAS DUE TO THE REINFORCING OF THE INVITATION BY PERSONAL CALLS, AND INDICATES THE INTEREST ACCORDED THIS MISSION BY THE IVORIAN AGRICULTURAL SECTOR.

THE AMBASSADOR'S RECEPTION THAT SAME NIGHT WAS ALSO SUCCESSFUL, WITH OVER 50 GUESTS. AS EXPECTED, MORE EXPATRIATE AGRICULTURAL EQUIPMENT IMPORTERS ATTENDED THAN IVORIAN GOVERNMENT OFFICIALS; BUT THE EVENT, AIDED BY THE PUBLICATION OF OUR PRESS RELEASE THE DAY BEFORE, DID ATTRACT KEY CONTACTS FOR THE MISSION MEMBERS.

4. ALL BUT ONE MISSION MEMBER ACHIEVED HIS PRIMARY OBJECTIVE. WISCONSIN TUBING WAS INTERESTED IN IMMEDIATE SALES WHICH WERE NOT CONSUMED DURING THE VISIT. NEVERTHELESS, AS A RESULT OF CONTACTS MADE, THEY ARE EXPECTING SALES WITHIN THE NEXT TWELVE MONTHS.

5. PARTICULAR COMMENTS: INMAN ELLIS OF OPICO STATES: "I'M CONVINCED THIS TYPE OF PROMOTIONAL EVENT IS THE BEST WAY TO GET INTO A NEW MARKET. IT WOULD HAVE TAKEN THREE WEEKS HERE ALONE TO COVER THE MARKET AS WELL, AND THEN I PROBABLY WOULDN'T HAVE GOTTEN THE SAME LEVEL OF CONTACTS." LEON DERBER OF WISCONSIN TUBING SAID: "WITHOUT GOVERNMENT INPUT WE WOULD NOT HAVE BEEN ABLE TO MAKE THE VALUABLE CONTACTS IN SUCH A SHORT PERIOD OF TIME, AND WITH THE SAME MINIMAL COSTS." EDWIN JEWETT OF ARKEL INTERNATIONAL COMMENTED: " THIS WAS AN EXCELLENT OVERVIEW. IT WAS INSTRUMENTAL IN REINFORCING OUR CONTACTS HERE".

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6. BUDGET INFORMATION TO BE FORWARDED REFTEL.
STEARNS

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